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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Armin G. Ebrahimi, et al.

Serial No.: 10/758,969

Filed: January 15, 2004

For: VALUE SYSTEM FOR DYNAMIC  
COMPOSITION OF PAGES

Examiner: Henry Orr

Group Art Unit: 2176

Confirmation No.: 6514

INTERVIEW SUMMARY

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Please enter the following Interview Summary:

**INTERVIEW SUMMARY**

On November 19, 2008, Michael Dreznes, an attorney for the Applicants, engaged in an interview with Supervisory Patent Examiner Doug Hutton and Patent Examiner Henry Orr. The interview focused on the differences between subject matter covered by potential claim amendments and the related art references cited in the Office Action of May 31, 2007, namely Kamangar, McElfresh, and Gross. Specifically it was noted that the related art references only disclose a system for valuing and/or ordering advertisements and search results on search results pages, whereas the subject matter covered by potential claim amendments relate to a system for valuing and/or ordering both advertisements and non-advertising content, irrespective of whether the advertisements and non-advertising content are part of a search results page. Based on our discussions the Examiner stated that the proposed amendments to independent claims 51, 77, and 90, if supported by the specification, would likely move the prosecution forward.

Respectfully submitted,

December 22, 2008

Date

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